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NEWS

P3 SETS NEW BENCHMARKS

Advertising and marketing cost consulting firm, **P3**, has announced the purchase of **Media Benchmarks** as part of plans for its continued rapid growth.

P3's Darren Woolley said the deal was the natural extension of the joint venture arrangement that P3 and Media Benchmarks had put into place since mid 2003.

"The opportunity of bringing Media Benchmarks more completely into the business of P3 means that we have further strengthened our market leading position in helping organisations gain maximum value through their marketing expenditure," Woolley said.

Media Benchmarks was established in 2001 by ad industry figure, Dennis Merchant, with a goal to help improve effectiveness and efficiency through objective, unbiased, media-neutral analysis, advice and counsel.



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